

1.(Previously Amended) A computer-implemented method of distributing cards to a plurality of recipients, the method comprising:

receiving a single card order specifying a plurality of recipients and, for each  
5 specified recipient, a set of one or more images directly uploaded by a user associated with that recipient, wherein the single card order is completed in a single transaction sequence;

for each of the plurality of recipients specified in the received card order, printing at least one card having at least one user-uploaded image from the recipient's image set;

10 and

distributing the printed cards having the recipients' user-uploaded images to their respective associated recipients.

15 2. (As Filed) The method of claim 1, wherein the card is one or more of a greeting card, a post card, and a playing card.

3. (As Filed) The method of claim 1, wherein the images in a first recipient's image set differ from the images in a second recipient's image set.

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4. (As Filed) The method of claim 1, wherein print parameters of a first recipient's cards differ from printing parameters of a second recipient's cards and wherein the print parameters include one or more of print size, number of copies, print finish, and/or a textual message for the printed cards.

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5. (As Filed) The method of claim 1, wherein the images are uploaded by a user from a digital camera.

6. (As Filed) The method of claim 1, wherein the images are uploaded by a user to a printing service.

7. (As Filed) The method of claim 1, wherein receiving, printing and distributing is dispersed among two or more different entities.

8. (As Filed) The method of claim 1 wherein the steps of receiving, printing and distributing is performed by a single entity.

9. (As Filed) The method of claim 1, wherein receiving a card order is performed by an enterprise providing a web front-end.

10. (As Filed) The method of claim 1, further comprising, prior to printing, dividing the received card order into a plurality of sub-card orders, each sub-card order corresponding to a different recipient.

11. (Previously Amended) The method of claim 1, wherein the card order comprises a single transaction sequence terminated by an order icon.

12. (As Filed) The method of claim 11, wherein the single transaction sequence is terminated by a click of a "card order" button.

13. (As Filed) The method of claim 1, wherein the card order further comprises charging to one or more of a credit card, a debit card, electronic funds transfer, a gift certificate, or a coupon.

14. (Previously Amended) A card distribution system comprising:  
a front-end computer sub-system for receiving a single card order specifying a plurality of recipients and, for each specified recipient, a set of one or more images

associated with that recipient, such images being directly uploaded by a user to the front-end computer sub-system, wherein the single card order is completed in a single transaction sequence;

a printing sub-system for printing at least one card having at least one uploaded  
5 image in each recipient's image set; and

a distribution sub-system for distributing the printed cards to their respective associated recipients.

15 16. (As Filed) The card distribution system of claim 14 wherein the cards are one or more  
10 of a greeting card, a post card, and a playing card.

16. (Previously Amended) A computer-implemented method of ordering cards for a plurality of recipients, the method comprising:

15 receiving at a host system a single card order from a client system, the card order corresponding to a single transaction sequence and specifying a plurality of recipients and, associated with each specified recipient, a set of one or more images directly  
uploaded by a user, wherein the single card order is completed in a single transaction  
sequence.

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17. (Previously Amended) A computer-implemented method of creating and distributing personalized social and business print communications to one or more recipients specified by a user, comprising:

25 uploading image data directly from the user specifying an appearance of the print communications;

obtaining message data from the user specifying message content to be included in the print communications;

obtaining address information from the user specifying names and addresses of the one or more recipients in a single transaction sequence;

producing the print communications incorporating the uploaded image data and the message data; and

distributing the print communications to the one or more recipients in accordance with instructions provided by the user.

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18. (As Filed) The method of claim 17, wherein the images are uploaded by a user from a digital camera.

19. (As Filed) The method of claim 17, wherein the images are uploaded by a user to a  
10 printing service.

20.(As Filed) The method of claim 1, wherein the images are uploaded by a user from a data storage device.

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21. (Previously Amended) A computer-implemented method of distributing cards to a plurality of recipients, the method comprising:

receiving a single card order from an orderer, such order specifying a plurality of recipients where at least one of the specified recipients is different from the orderer and,  
20 for each specified recipient, a set of one or more images directly uploaded by the orderer associated with that recipient, wherein the single card order is completed in a single transaction sequence;

for each of the plurality of recipients specified in the received card order, printing at least one card having at least one user-uploaded image from the recipient's image set;  
25 and

distributing the printed cards having the recipients' user-uploaded images to their respective associated recipients.